

Job Title: Social Media Content Strategist**Location: Hiawatha, IA****Job Number: 0419-13**

We are an entrepreneurial and private company that provides channel marketing services to Fortune 1000 clients. Our company leverages technology and service solutions to help our clients promote their brand(s) through their independent channel distribution partners. Our solutions are utilized by channel partners to:

- Manage the MDF/Co-op advertising funds
- Build online custom advertising
- Plan local marketing promotions/initiatives to build the brand
- Enroll in SEM, order point of sale collateral, process consumer rebates, etc.

A **Social Media Content Strategist's** core function is creating effective and engaging content for all digital media and executing the strategy based on a client's objectives. Must have the ability to adapt your writing style based on a brand's audience and type of material being developed as well as maintain brand standards and brand messaging. This role requires creativity, strategy and an analytical approach to content. The ability to spot trends and pivot when necessary to maintain relevancy is key.

Primary Duties and Responsibilities:

- Develop and enhance content for digital products. Including: websites, blogs, social channels and digital advertising campaigns (organic and paid)
- Proactively bring ideas for content, promotions, video, contests, blogs, etc
- Create and monitor original content for social media networks to ensure that it is optimized for search engines and lead generation
- Assist in developing and implementing strategies to optimize engagement
- Coordinate creation of and edit a quarterly customer digital newsletter
- Collaborate with the content team and actively participate in project briefings
- Track, monitor and report performance for all digital content projects.
- Provide direct feedback based on analytics with the goal to improve response/revenue
- Maintain knowledge of digital marketing automation tools and strategies

Knowledge, Skills, and Abilities:

- Bachelor's degree in Marketing, Communications, or similar field of study.
- 2+ years' experience at a digital agency
- Excellent communicator and creative thinker
- Strong copywriting and editing skills, as well as project management and organizational skills
- Thorough knowledge of major social media platforms and their best practice requirements
- Ability to work in a team and demonstrate personal initiative to make your clients succeed
- Ability to operate in a fast-paced environment with changing priorities and still meet deadlines
- Proficient in Microsoft Office suite as well as Google Apps
- Proficient in social media publishing and analytics software such as Sprout, Social Report, etc
- Have an eye for design and the ability to adapt style to brand specifications and requirements

- Graphic design skills is a plus, but not required.

To apply for this position, please send your resume, cover letter, and salary requirements to jmasters@Channel-Fusion.com.